

MERIT ULTRA LIGHTS 100'S  
NATIONAL INTRODUCTION

FIELD MANAGEMENT INSTRUCTIONS AND INFORMATION

Management Meeting Date

- .Section management meetings are scheduled for Monday, August 31, or Tuesday, September 1.

Allocation Sheets

- .Prior to any presentations, two sets of Direct Account Quota Allocation Sheets and recaps by territory responsibility are to be reviewed, and allocations approved. The recap list includes an additional column for "Actual Purchase" to report purchases to Richmond Customer Service. Any adjustments in allocations must be approved by your Region Director.
  - .One set is to be kept intact at the Section Office to record the allocations sold; the other is to be separated and distributed to the respective managers.
  - .Upon completion of the management sell-in, the recap listing showing "Actual Purchase" is to be returned to:

Mr. W. Pearce  
Customer Service  
Philip Morris U.S.A.  
Richmond, VA 23261

- .Introductory allowance payments cannot be made to any account until the complete set of allocation sheets are returned to Richmond. If a direct account has not accepted its allocation by October 30, consider forwarding the set to Richmond so that payments can be made prior to the ADA audit. Every effort should be made to return all allocation sheets to Richmond on or before October 26, the first business day after the end of the allocation period. This will ensure timely payments.

Direct Account Allocations

- .Section Managers will distribute direct account allocation sheets at the management meeting. Allocations are based on .75% of industry sales to the account for an average four weeks.

2040760713

### Trade Circulars

- .Quantities of trade circular No. 480 (Introductory Announcement), No. 480-A (Automatic Distribution Allowance), and Military Fact Sheet will arrive in Section Offices the week of August 24. These circulars must be hand delivered to each direct account.

### Direct Account Solicitation

- .Presentations begin immediately upon receipt of your management materials and sell-in samples.

### Product Availability

- .Merit Ultra Lights 100's will be available to direct accounts the week of September 28.

### Introductory Allowance (Circular #480)

- .Introductory Allowance -- \$9.00 per 12M case (15¢ per carton) will be paid on all Merit Ultra Lights 100's shipped up to allocation during the allowance period.
- .Allowance period -- September 28 - October 23

### Automatic Distribution Allowance (Circular #480-A)

- .Automatic Distribution Allowance -- \$6.00 per 12M case (10¢ per carton) will be paid on all Merit Ultra Lights 100's shipped from a direct account's warehouse to retail outlets during the ADA period.
- .ADA period -- September 28 - October 30
- .ADA audit (count/recount) -- will be conducted by a Philip Morris representative Monday, November 2, or Tuesday, November 3, at the direct account's warehouse.
- .Shipment reports -- will be mailed from Data Control, Richmond, on October 29 via priority special delivery. Section Manager's copy will be sent to the Section Office; Area Managers, Division Managers, and Military Managers will receive their copy at their home addresses.
- .ADA Certification Statement & Invoice -- is to be completed during the count/recount audit and forwarded to Marketing Accounting & Budgets, New York Office.

NOTE: If the shipment report is used as a basis for the

2040760714

audit, invoice numbers and dates do not need to be listed. Simply indicate the total shipment on line "A" (Total Purchases).

### Order Procedure

.All orders are to be forwarded to:

Mrs. Janie Walker  
P.O. Box 26603  
Richmond, VA 23261  
Att: Customer Service Department

.Use the Toll Free Number: 800-446-7030. When telephoning Customer Service, indicate that this is an introductory offer for Merit Ultra Lights 100's. No written confirmation order is required when using the Toll Free Number.

### Terms

.3¼ - 30 days on introductory allocation only.

### Sell-In Samples

.Sample product of Merit Ultra Lights 100's is scheduled to be delivered to designated distributors by Thursday, August 27. These sell-in samples will be shipped in blind cases marked "Do Not Open, Hold for Philip Morris Representative." Distributors will receive invoices for the product the same day as delivery. See listing attached.

.Reimbursement to the Philip Morris Representative picking up the sell-in samples is to be made using the weekly expense voucher. If the dollars involved necessitate special invoicing, submit the invoice to Steve Sabella, Headquarter Sales Operations, New York Office.

.The following quantities of samples are to be distributed to Managers:

	RD	(QUANTITIES IN CARTONS)			MM	DM
		SSM	SHA/SRO	AMCS/DS/CAM		
Merit Ultra Lights 100's Regular	5	10	10	20	10	5
Merit Ultra Lights 100's Menthol	5	10	10	20	10	5

### Advertising Support

.The advertising campaign, which begins October 5, includes extensive newspaper and outdoor coverage.

2040760715

### Management Sell-In Materials

- .Complete quantities for all managers will arrive at Section Offices no later than August 28 (see listing attached).
- .For this management introduction, we will supply you with two new items -- Merit Ultra Lights 100's coffee mugs and ash trays. Quantities are listed on the p.o.s. materials page. Due to quantities involved, these particular items will be shipped to managers' p.o.s. locations.

### Profit Sheets

- .The allocation of Profit Sheets listed below are enclosed with this program. They are for use with presentations to chain, wholesale, and military accounts. This sales piece highlights initial allocation profits from the Special Introductory and Automatic Distribution Allowance. For direct chains, a Special Merchandising Program allowance is also enclosed. Profit Sheets are allocated as follows:

	<u>SRO</u>	<u>SHA</u>	<u>AMCS</u>	<u>AMDS</u>	<u>CAM</u>	<u>DM</u>	<u>MM</u>
Chain	15	15	35	--	15	15	--
Wholesale	15	15	--	35	15	15	--
Military	15	15	--	--	--	15	35

### Merit Ultra Lights 100's Sampling Program

- .Beginning November 2, we will conduct a six-week Merit Ultra Lights 100's Sampling Program using sample 6's. Complete details will arrive in a separate program.

### Set/Sell Allowances

#### .October

- .Merit Ultra Lights 100's 30-pack vertical -- \$1.50 per display. Maximum 1 paid per store.
- .Merit Ultra Lights 100's 20-pack horizontal -- \$1.50 per display. Minimum of 3, maximum of 10 paid per store.

Note: Maximum of 10 displays paid (\$15.00) should be made only in those accounts where we will get a pay back from the standpoint of visibility and depth of inventory.

2040760716

.November

- .Merit Ultra Lights 100's 20-pack vertical -- \$1.50 per display. Maximum 1 paid per store.
- .Merit Ultra Lights 100's 20-pack horizontal -- \$1.50 per display. Minimum of 3, maximum of 10 paid per store.
- .Chain payments should be initiated by submitting the store's performance using the chain's letterhead. It is imperative that all personnel involved receive letters of authorization. All set/sells must be in a self-service position for a minimum of two weeks.

Reporting

- .Attached are reporting instructions for the management sell-in detailed by type of account (wholesaler, vendor, chain, military). Be sure all accounts are contacted and reported on by October 30. Your reporting will help us to determine the initial impact and potential of Merit Ultra Lights 100's.
- .As previously discussed, you are also responsible for reporting account inventory for the Automatic Distribution Allowance audit. Accurate and timely completion of the ADA Certification Statement Form will ensure prompt processing of the invoices for payment to your direct accounts.
- .For this introduction, we will be conducting two distributor audits -- before and after the introduction. Both report forms to be used are attached. The pre-Merit Ultra Lights 100's distributor survey is scheduled to begin the week of September 7; the post-Merit Ultra Lights 100's survey will begin the week of November 16. Complete information is detailed in a separate memo to Section Managers.

AREA MANAGERS CHAIN SALES

- .When chain acceptance is received, it is imperative that code numbers are immediately assigned at the chain's warehouse. This will ensure a spot for Merit Ultra Lights 100's when shipments arrive. Communicate with all applicable personnel all order numbers, forced shipments, and display dates as soon as possible.
- .Gaining authorization for supermarket displays during the week of October 26 will be most beneficial to accounts for the Automatic Distribution Allowance; more importantly, it will provide Merit Ultra Lights 100's with greater availability and visibility.

2040760717

- . Merit Ultra Lights 100's brand position in our permanent display should be featured in your presentations to contracted accounts. Merit Ultra Lights 100's will remain Contract I during the October Sales Cycle, and Contract II during the November Sales Cycle.
- . All expenses incurred for payment of checkout displays to chain headquarters should be submitted to New York, not on your individual expense account.

#### AREA MANAGERS DISTRIBUTOR SALES

- . Ensure product availability at headquarter jobbers so that Sales Representatives will have adequate stock for Merit Ultra Lights 100's retail introduction on October 5.
- . At this time there is no vending program for Merit Ultra Lights 100's.

#### DIVISION MANAGERS

- . The Merit Ultra Lights 100's PPP retail instructions for all Sales Representatives will be shipped to you in bulk prior to October 5.
- . It is imperative that you verify your division's quantity of Merit Ultra Lights 100's introductory material. If you have a shortage, contact Tom Walsh, Headquarter Sales Operations, New York Office. He will arrange shipment of additional materials.
- . A complete review of all p.o.s. available for this introduction will be supplied in the Merit Ultra Lights 100's Product Promotion Plan.

#### MILITARY MANAGERS

##### ALL ACCOUNTS

- . In all direct military accounts both the Introductory Allowance and the Automatic Distribution Allowance will be deducted from invoice.
  - . \$15 per 12M case
  - Merit Ultra Lights 100's up to allocation

2040760718

### AAFES

- .You will be advised of the 9 Digit, VRR, and CRC numbers for Merit Ultra Lights 100's.
- .Military Managers with AAFES Region Headquarters responsibility should set appointments with buyers the week of September 7. These managers should arrange for authorized distribution to all Military Exchanges within their region, and advise all Philip Morris personnel of the details.

### ARMY & AIR FORCE COMMISSARIES

- .Voluntary price reductions will apply to all commissaries.
- .The Supply Bulletin National Stock Number (NSN) for Merit Ultra Lights 100's will be sent to you during the introductory period.
- .Arrange for appointments with Region Headquarters under your responsibility during the week of September 7 for Merit Ultra Lights 100's introduction. These items must be added to their catalog prior to individual store selling.
- .Air Force Commissaries must receive approval from their Complex Headquarters. Stores should be contacted on an individual basis to solicit introductory distribution by request from Complex Headquarters.
- .Header cards and shelf talkers to advertise the new brand introduction will be sent to you with your point-of-sale materials.

### NAVY, COAST GUARD, & MARINE EXCHANGES

- .The Navy Exchange Merchandising VOX advertisement will be supplied to all stores upon availability. Store manager approval is sufficient for direct introductory orders.
- .This new brand will be listed on the P.A.B. (Price Agreement Bullentin) soon after the Merchandising VOX has been issued.
- .Coast Guard and Marine Exchanges operate on an individual basis and can purchase introductory brands immediately.

### VETERAN'S CANTEEN

- .You will be supplied with the authorization notice (yellow sheet) issued from the Veteran's Canteen Headquarters.
  - . Managers with Veteran's Canteen field office responsibility should attempt to obtain a blanket order for shipment to all stores in their region with the use of this yellow sheet.

2040760719

OCTOBER SALES CYCLE

October 5 - October 30, 1981

Accounts With B Displays -- Display Brands

October 5 - October 16  
Contract I Merit Ultra Lts. 100's  
Contract II Marlboro  
Contract III Cambridge 100's  
Contract IV Virginia Slims Lights

October 19 - October 20  
Contract I Merit Ultra Lts. 100's  
Contract II Virginia Slims Lights  
Contract III Benson & Hedges Lights  
Contract IV Saratoga/Marlboro Men.

.20-pack vertical set/sell is Marlboro. \$1.00 payment allowance per outlet.

Accounts Without B Displays -- Display Brands

.30-pack vertical set/sell is Merit Ultra Lights 100's. \$1.50 payment allowance per outlet.

.20-pack vertical set/sell is Marlboro. \$1.00 payment allowance per outlet.

Accounts With Multiple Self-Service Checkouts

.20-pack horizontal set/sell is Merit Ultra Lights 100's. \$1.50 payment allowance. Minimum of 3 displays, maximum of 10 displays per account with multiple self-service checkouts.

2040760720



NOVEMBER SALES CYCLE

November 2 - November 27

Accounts With B Displays -- Display Brands

November 2 - November 13  
Contract I     Marlboro  
Contract II    Merit Ultra Lts. 100's  
Contract III   Cambridge 100's  
Contract IV    Benson & Hedges Lights

November 16 - November 27  
Contract I     Benson & Hedges Lights  
Contract II    Merit Ultra Lts. 100's  
Contract III   Marlboro  
Contract IV    Virginia Slims Lights

.20-pack vertical set/sell is Merit Ultra Lights 100's. \$1.50 payment allowance per outlet.

Accounts Without B Displays -- Display Brands

.30-pack vertical set/sell is Marlboro. \$1.50 payment allowance per outlet.

.20-pack vertical set/sell is Merit Ultra Lights 100's. \$1.50 payment allowance per outlet.

Accounts With Multiple Self-Service Checkouts

.20-pack horizontal set/sell is Merit Ultra Lights 100's. \$1.50 payment allowance. Minimum of 3 displays, maximum of 10 displays per account with multiple self-service checkouts.

2040760721

MANAGEMENT SELL-IN REPORTING INSTRUCTIONS  
CHAIN ACCOUNTS

August 31 - October 30, 1981

After each presentation of Merit Ultra Lights 100's, you must submit a recorder in accordance with the following:

.Survey Section:

Row C -- report Merit Ultra Lights 100's Regular acceptance by marking the "yes" box if the account accepts Merit Ultra Lights 100's Regular

Row D -- report Merit Ultra Lights 100's Menthol acceptance by marking the "1" box if the account accepts Merit Ultra Lights 100's Menthol.

NON-DIRECT ACCOUNT ACCEPTANCE

Row A -- report "yes" or "no" - did this non-direct account accept Merit Ultra Lights 100's Regular.

Row B -- report "yes" or "no" - did this non-direct account accept Merit Ultra Lights 100's Menthol.

2040760722

MANAGEMENT SELL-IN REPORTING INSTRUCTIONS  
WHOLESALE ACCOUNTS

August 31 - October 30, 1981

After each presentation of Merit Ultra Lights 100's to a non-direct account, you must submit a recorder in accordance with the following:

.Survey Section:

NON-DIRECT ACCOUNT ACCEPTANCE

Row A -- for non direct accounts, mark "yes" or "no" -  
has account purchased Merit Ultra Lights 100's Regular.

Row B -- for non-direct accounts, mark "yes" or "no" -  
has account purchased Merit Ultra Lights 100's Menthol.

NOTE: No special reporting is required for direct accounts.

2040760723

MANAGEMENT SELL-IN REPORTING INSTRUCTIONS  
VENDOR ACCOUNTS

August 31 - October 30, 1981

After each presentation of Merit Ultra Lights 100's to an account, you must submit a recorder in accordance with the following:

.Survey Section:

Row C -- report Merit Ultra Lights 100's Regular acceptance by marking the "yes" box if the account accepts Merit Ultra Lights 100's Regular.

Row D -- report Merit Ultra Lights 100's Menthol acceptance by marking the "yes" box if the account accepts Merit Ultra Lights 100's Menthol.

.Survey Section:

NON-DIRECT ACCOUNT ACCEPTANCE

Row A -- report "yes" or "no" - did this non-direct account accept Merit Ultra Lights 100's Regular.

Row B -- report "yes" or "no" - did this non-direct account accept Merit Ultra Lights 100's Menthol.

2040760724

MILITARY SELL-IN REPORTING INSTRUCTIONS  
MILITARY ACCOUNTS/MCR RECORDER

August 31 - October 30, 1981

BRAND STOCKED (Section 18)

Distribution (including "Added" and "Dropped") of Merit Ultra Lights 100's Regular is to be reported in Column C (93) and Merit Ultra Lights 100's Menthol is to be reported in Column D (94).

SURVEY (Section 14)

Report for all calls

.Column A -- report "yes" or "no" - is there distribution of Merit Ultra Lights 100's Regular when you leave the call.

.Column B -- report "yes" or "no" - is there distribution of Merit Ultra Lights 100's Menthol when you leave the call.

2040760725

## ICR REPORTING INSTRUCTIONS

October 5 - October 30, 1981

### SALES

Distribution and carton sales of Merit Ultra Lights 100's Regular are to be reported in Column A and Merit Ultra Lights 100's Menthol are to be reported in Column B in the "Designated Brand" section.

### SURVEY SECTION

Report for all calls, chains and independents:

- .Column 2 -- report "yes" or "no" - is there distribution of Merit Ultra Lights 100's Regular when you enter.
- .Column 3 -- report "yes" or "no" - is there distribution of Merit Ultra Lights 100's Regular when you leave.
- .Column 4 -- report "yes" or "no" - is there distribution of Merit Ultra Lights 100's Menthol when you enter.
- .Column 5 -- report "yes" or "no" - is there distribution of Merit Ultra Lights 100's Menthol when you leave.

2040760726

FROM: \_\_\_\_\_

DISTRIBUTOR AUDIT FORM  
MERIT ULTRA LIGHTS 100's  
(Pre Introduction)

DISTRIBUTOR: \_\_\_\_\_

<u>Invoice</u>	<u>Total # Cartons on Order</u>	<u>Merit Ultra Lights</u>		<u>Merit 100's</u>		<u>Vantage Ultra 100's</u>	<u>Carlton 100's</u>		<u>Salem Ultra 100's</u>
		<u>Reg.</u>	<u>Men.</u>	<u>Reg.</u>	<u>Men.</u>		<u>Reg.</u>	<u>Men.</u>	
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

Sub Tot.

TOTAL

2040760727

FROM: \_\_\_\_\_

DISTRIBUTOR AUDIT FORM  
MERIT ULTRA LIGHTS 100's  
(Post Introduction)

DISTRIBUTOR: \_\_\_\_\_

<u>Invoice</u>	<u>Total # Cartons on Order</u>	<u>Merit Ultra Lights 100's</u>		<u>Merit Ultra Lights</u>		<u>Merit 100's</u>		<u>Vantage Ultra 100's</u>	<u>Carlton 100's</u>		<u>Salem Ultra 100's</u>
		<u>Reg.</u>	<u>Men.</u>	<u>Reg.</u>	<u>Men.</u>	<u>Reg.</u>	<u>Men.</u>		<u>Reg.</u>	<u>Men.</u>	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

Sub Tot.

TOTAL

2040760728



FROM: \_\_\_\_\_

DISTRIBUTOR AUDIT FORM  
MERIT ULTRA LIGHTS 100's  
(Post Introduction)

2040760729

DISTRIBUTOR: \_\_\_\_\_

Invoice	Total # Cartons on Order	Merit Ultra Lights 100's		Merit Ultra Lights		Merit 100's		Vantage Ultra 100's	Carlton 100's		Salem Ultra 100's
		Reg.	Men.	Reg.	Men.	Reg.	Men.		Reg.	Men.	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

Sub Tot.

TOTAL

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

E. Van Dyke - PM REP Melhado Distributors 10 Merchant Street Sharon, MA 02067	125
P. Butler - PM REP Pine State Dist. 8 Ellis Avenue Augusta, ME 04330	10
S. Tardiff - PM REP T.B.I. Corp. Dist. 700 Industrial Drive Manchester, NH 03103	30
R. Kruk - PM REP Costello Brothers Dist. 111 Harris Avenue Providence, RI 02903	25
A. Glaebberman - PM REP Manchester Cdy. & Tob. Co. 299 Green Road Manchester, CT 06040	115
M. D. Faulk - PM REP Jones-McIntosh Tob. 4036 New Court Ave. Syracuse, NY 13206	125
H. Mize - PM REP Sanders - Langsam 39-26 23rd Street Long Island City, NY 11101	190
J. Chaump - PM REP Bergen County Tobacco 78 Main Street Hackensack, NJ 07601	160

2040760730

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

G. J. Powell - PM REP I. Goldshlack, Inc. 442 W. Luray Street Philadelphia, PA 19140	185
G. Elias - PM REP Famous Candy Company 101 East 7th Avenue Homestead, PA 15120	65
F. Swartz - PM REP G. W. Cochran 1006 6th Street N.W. Washington, DC 20001	50
J. Boyd - PM REP Cala Brothers 353 North Gay Street Baltimore, MD 21202	60
B. Poletto - PM REP Harry Kenyon 203 Market Street Wilmington, DE 19801	5
K. Daylor - PM REP Irving Payne 3505 Carlyn Springs Road Bailey's Cross Roads, VA 22041	5
R. A. Ginck - PM REP Wachter Brothers 5381 Buckeystown Pkwy. Frederick, MD 21701	25
K. B. Sass - PM REP Anter Brothers 521 Woodland Avenue Cleveland, OH 44115	75
E. A. Bangham - PM REP Amster Kirtz 2112 W. Tuscarawas Canton, OH 44703	25
J. R. Zinsmeister - PM REP Toledo Tobacco 1455 Sylvania Avenue Toledo, OH 43612	25

2040760731

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

L. J. O'Connor - PM REP Peerless Candy 649 West Broad Street Columbus, OH 43215	30
W. R. Brooks - PM REP Keilson Dayton 1025 Keowee Street Dayton, OH 45404	55
C. J. Haley - PM REP Boyd Bluford 3750 Progress Road Norfolk, VA 23502	5
G. D. Choate - PM REP Charles E. Brauer 21st & Cary Streets Richmond, VA 23204	75
J. S. Viers - PM REP Corey Candy Company 1179 Valley Drive North Beckley, WV 25801	20
J. L. Lind - PM REP Hartsock Flesher Baltimore & Elk Streets Clarksburg, WV 26301	5
E. N. Skeen - PM REP Layman Candy 1637 East Main Street Salem, VA 24153	25
N. T. Lowen - PM REP McClure Company, Inc. 1214 Lewis Street Charleston, WV 25301	25
J. D. Ranson - PM REP Rice Wholesale Company 307 Piedmont Street Bristol, VA 24201	5
T. J. Sellman - PM REP Whetzel Wholesale 1602 High Street Harrisonburg, VA 22801	5
B. G. Henson - PM REP Wometco Amusements of Virginia 776 Norwood Circle Hampton, VA 23361	10

SAMPLE 20's SHIPPING LIST

REGION III

# OF CARTONS FOR  
REGULAR AND MENTHOL

F. L. Rhodes - PM REP  
Carter-Colton Cig. & Tob. Co. 175  
235 West Tremont Avenue  
Charlotte, NC 28203

E. C. Glanz - PM REP  
Atlanta Cigar Co. 130  
361 Memorial Drive, S.E.  
Atlanta, GA 30312

J. S. Orphal - PM REP  
Columbia Cigar Co. 55  
522 Lady Street  
Columbia, SC 29201

R. G. Shumate - PM REP  
Smith-Drake Co. 5  
411 Westfield  
Greenville, SC 29602

C. Harvey - PM REP  
W. R. Patrick Wholesale 5  
434 Hanover Street  
Charleston, SC 29402

M. R. Flower - PM REP  
Macon Cigar Co. 5  
575 Twelfth St., Box 6177  
Macon, GA 31208

J. P. Zukowski - PM REP  
Sol Loeb Co. 5  
900 Front Avenue  
Columbus, GA 31904

J. Gibbs - PM REP  
Homefolks Whlse. 5  
473 Broad Street  
Augusta, GA 30902

L. W. Cox - PM REP  
City Wholesale 60  
811 St. Francis Street  
Mobile, AL 36602

S. A. Peters - PM REP  
Empire Produce 5  
137 Flint Avenue  
Albany, GA 31701

2040760733

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

R. D. Arnett - PM REP  
Washburn Cigar Co.  
322 North Lawrence Street  
Montgomery, AL 36101

25

D. L. Gable - PM REP  
Charter Dist./American Agronomics  
720 King Street  
Jacksonville, FL 32204

65

R. L. Sasser - PM REP  
Haile Tobacco Company  
710 Bolton Street  
Savannah, GA 31401

5

J. W. Mincey - PM REP  
Stewart Candy Company  
107 Church Street  
Waycross, GA 31501

20

M. O. Hess - PM REP  
Hi Neighbor Whlse.  
3310 North Main  
Gainesville, FL 32601

5

J. A. Crawford - PM REP  
Ason's Tobacco Company  
2655 N. E. 188 Street  
Miami, FL 33013

140

J. E. Abernethy - PM REP  
Miller Dist. Co.  
1627 Patterson Avenue  
Nashville, TN 37203

120

J. E. Abernethy - PM REP  
R. D. Burnett Company  
1707 South Second Avenue  
Birmingham, AL 35233

35

2040760734

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

T. Johnson - PM REP  
Carman Tobacco  
1012 East Nine Mile Road  
Hazel Park, MI 48230

100

R. McAlister - PM REP  
Schiller, Inc.  
912 North Hamilton  
Saginaw, MI 48602

30

K. Kapson - PM REP  
Abraham & Sons  
517 South Division  
Grand Rapids, MI 49502

50

R. Marien - PM REP  
Blue Grass Cigar  
420 Lawrence Street  
Lexington, KY 40503

50

R. Kohl - PM REP  
John F. Trompeter  
637 East Main  
Louisville, KY 40202

105

H. Hiott - PM REP  
Hamilton Harris Company  
384 South Senate Avenue  
Indianapolis, IN 46225

55

B. Borders - PM REP  
Huser Paul  
3636 Illinois Street  
Ft. Wayne, IN 46804

25

D. Dugger - PM REP  
Ford Distributing  
908 Portage Avenue  
South Bend, IN 46616

5

D. Brandenburg - PM REP  
O. H. Bambas  
1575 Ellinwood Avenue  
Des Plaines, IL 60016

195

2040760735

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

R. Ames - PM REP  
Cavalla Tobacco Company  
3380 North 35th Street  
Milwaukee, WI 53216

45

J. Wetterau - PM REP  
Konop Vending Company  
443 Laura Street  
Green Bay, WI 54302

25

E. Janssen - PM REP  
Hamilton Supply  
2921 Syene Road  
Madison, WI 53701

30

A. B. Campbell - PM REP  
M. Amundson Cigarette & Candy  
1325 East 66th Street  
Minneapolis, MN 55423

140

R. Thiel - PM REP  
F. M. Jobbing  
1017 4th Avenue North  
Fargo, ND 58102

5

J. Mullett - PM REP  
Candy Service Company  
11 First Avenue N.W.  
Aberdeen, SD 57401

20

2040760736



SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

L. Jones - PM REP Frank Silva & Sons 818 Alabo Street New Orleans, LA 70117	85
D. Dahmer - PM REP Lyons Specialty Company 5075 Adams Avenue Baton Rouge, LA 70806	5
C. Marcotte - PM REP Philips Candy & Tob. Co. 509 West Congress Street LaFayette, LA 70501	5
R. Parks - PM REP Schlesinger's Wholesale 1002 Hwy. 14 Lake Charles, LA 70601	5
L. D. Williams, Jr. - PM REP Pelican Tobacco Company 4001 Lakeside Drive Alexandria, LA 71301	15
S. Burgess - PM REP Roberts Cigar 851 Hope Shreveport, LA 71101	25
L. A. Bishop - PM REP Monts Tobacco Co. 716 Crossover Road Tupelo, MS 38801	5
J. Pate - PM REP Capitol Tobacco 124 East South Street Jackson, MS 39204	50
J. Kramer - PM REP Gulf States Cigar 1011 Timothy Lane Hattiesburg, MS 39401	5
H. R. White - PM REP Eli Schepps 4024 Elm Street Dallas, TX 75226	160
J. E. Matter - PM REP Consolidated Wholesale 1740 West Main Oklahoma City, OK 73126	60

SAMPLE 20's SHIPPING LIST

REGION V

# OF CARTONS FOR  
REGULAR AND MENTHOL

V. R. Sivils - PM REP McGlasson Wholesale Nebraska Avenue Columbia, MO 65201	5
D. Chandler - PM REP Hagman's 514 East Second Tulsa, OK 74103	10
J. W. Brewer - PM REP Ponca Wholesale 507 32nd Street Lubbock, TX 79404	25
J. L. Love - PM REP Texas Wholesale Sundries 1520 Center Street Houston, TX 77002	145
R. Lynch - PM REP Joykist Candy Company 641 South Flores San Antonio, TX 78205	60
G. Thornell - PM REP Tony Daywood 1000 E. 6th Street Austin, TX 78702	5
R. Ramirez - PM REP L. L. Harris 6530 Leopard Street Corpus Christi, TX 78409	25
C. R. Finch - PM REP Marcus Candy Company 4815 No. Lindberg Blvd. Bridgeton, MO 63044	80
J. Binns - PM REP Samelson & Company 1510 South Main Little Rock, AR 72201	50
G. A. James - PM REP Tennessee - Mississippi Distributor 605 Scott Street Memphis, TN 38112	5
A. Noffke Samelson-Leon Company 160 Cumberland Memphis, TN 38112	20
A. J. Damico - PM REP Weeke Wholesale 1600 N. 89th Street Fairview Heights, IL 62208	30

2040760738

SAMPLE 20's SHIPPING LIST# OF CARTONS FOR  
REGULAR AND MENTHOL

T. D. Hanson - PM REP  
Hemenway & Moser  
723 Bethel  
Boise, ID 83702

5

B. R. Anderson - PM REP  
Galvin Supply Company  
329 Wells  
Renton, WA 98055

90

B. S. Lazarus - PM REP  
Glaser Brothers  
6605 S.W. 111th  
Beaverton, OR 97005

45

D. M. Willis - PM REP  
McDonald Wholesale  
2350 West Broadway  
Eugene, OR 97402

10

R. Holeman - PM REP  
W. C. Burrell Inc.  
115 South Adams  
Spokane, WA

5

D. L. Dwyer - PM REP  
Feist Watson Enterprises  
1301 South 3rd Street West  
Missoula, MT 59801

5

N. A. Stewart - PM REP  
A. L. French Company  
557 Fireweed  
Anchorage, AL 99501

5

2040760739